

Boy Scout Sustaining Membership Drive On

Sustaining Membership, the annual opportunity for every parent and leader to enroll as a supporter of Boy Scouting in the area, is under way.

Nick T. Ugrin, chairman of district finance operations, for the Los Angeles Area Boy Scout Council, announced that

each unit in the council is expected to organize a team of salesmen comprised of one salesman for every five sets of parents. The salesmen will personally contact all Scouting parents this month, to enlist their support.

Sustaining Membership pro-

vides funds for the local Scout Council to give service to Scout units. Among the services provided are camp lands and facilities, camp staff and program, organization of new units, leadership training, registration and record keeping, mailings, public relations aids and unit program helps.

"Sustaining Membership if successful, will help us reach our other goals of 55,000 boys registered and better service to existing Scout, Cub and Explorer units," he concluded.

Meekness is not weakness.—Sir William Gurney Benham.

Births

COMMUNITY HOSPITAL
 DUARTE—Mr. and Mrs. Henry, 2230 Del Amo Blvd., a boy, Feb. 20.
 HOFFMAN—Mr. and Mrs. Richard, 1290 Mitchell Ave., a boy, Feb. 22.
 GUMM—Mr. and Mrs. Jerry, 1727 W. Compton Blvd., a girl, Feb. 23.
 GORLE—Mr. and Mrs. Keith, 417 S. 515 Harbor Hills, a girl, Feb. 23.
 RIFFE—Mr. and Mrs. Louis, 1662 W. 204th St., a girl, Feb. 23.
 WITT—Mr. and Mrs. David, 4214 W. 152nd St., a boy, March 1.
 GIBSON—Mr. and Mrs. Leroy, 4702 W. 167th St., a boy, March 4.
 HUTZEON—Mr. and Mrs. Jacobus, 20423 S. Berendo, a boy, March 6.

The Old Timer
 BIG WAITING LISTS OF FOREIGNERS SEEKING ENTRY TO U.S.
 "No matter what other nations say about us, immigration is still the sincerest form of flattery."

A Closer Look

By Ernest Krailing

HOLLYWOOD—An advertising executive explained it to me this way.
 "The cost of advertising on television is so high that we have to buy time only on programs that reach the most peo-

ple. We'd have to be mad to spend \$150,000 on a program that reaches eight million people when we could reach 30 million with the same amount."
 This is one of the basic inequities in American television, one that works to the disadvantage of the American viewer, and one that will hopefully be corrected some day.

WHEN AN advertiser buys space in a newspaper or magazine he pays not only according to the size of his ad but also according to the publication's circulation. But in television a sponsor pays the same for a popular program as for a program with limited appeal.
 A typical hour program costs around \$150,000 a week for production and talent, and about \$150,000 for air time on a national network.

With an investment of \$275,000 a week any sponsor clearly prefers to have his plugs on the Beverly Hillbillies which reaches 19 million homes than on a public affairs program which reaches perhaps eight million homes.

CONSEQUENTLY an almost inexorable pressure is exerted toward "popular programs." The public affairs programs, the cultural programs, the good music programs all have a hard time getting on the air. To their great credit a number of enlightened advertisers such as Firestone, Gulf, Bell-Howell and others are satisfied with reaching a selected but smaller audience. However, there aren't enough of them.

Somehow you can't entirely blame the sponsors. We, too, want the best value possible for our dollars. The failing is in the system. The answer is in a sliding scale of advertising rates that is related to the popularity of the program.

THIS IS A recommendation of a recent Federal Communications Commission report on American television, and one that represents a promising approach to one of television's most serious problems.

Certainly more sponsors would be interested in paying for serious drama if he had to pay only \$75,000 for this air time instead of \$150,000. By the same token a sponsor shouldn't complain too bitterly for paying a premium price for his messages in a program that 40 million view.

It's a complicated problem from the network's point of view, but a solution based on a sliding scale is bound to have a beneficial effect on TV programming nationally by providing audiences with specials interests more programs to their liking. The range of programs would widen and our choice each night would be more varied and far more interesting than it is today.

Elementary Schools Hit By Split-Day

There has been an increase of 695 elementary students on half-day session in the Los Angeles City School District during the past month, according to Jack P. Crowther, superintendent. As of March 11, the total number of students involved in split sessions was 15,070.

Torrance schools and the number of students on split session are: Carson Street School, 36 students; Del Amo School, 35 students; 223rd Street School, 279 students; Van Deene Avenue School, 71 students; and Wilbur Avenue School, 114 students.

New Service Available at City Library

Complete Standard Rate and Data Service is now available in the Los Angeles County Library system at the Torrance Public Library, 1345 Post Ave. This is the only public library offering this service in the area.

Standard Rate and Data Service is a series of publications giving advertising rates and physical requirements of American and Canadian periodicals, television, radio, and transit "car cards," and lists publishers, editors, advertising managers, and other key personnel, branch offices, and circulation.

Call Cumberland or Gilbert 3-6181
 For location of Store Nearest You.



We're Going "Whole Hog" to Help You...

SAVE CASH!

Special Prices On All Your Favorite Cuts of Pork



FULLY COOKED HAMS

No Shrinkage to pay for with these fully cooked hams... Just heat 'n eat; or slice cold right from the wrapper. You'll like the deep smoked flavor, too!

WHOLE HAMS 49¢
 BUTT PORTION 49¢
 CENTER SLICES 98¢

Full Shank Half 37¢
 SWIFT'S PREMIUM OR FARMER JOHN

RED LABEL 37¢
 Full Shank Half 37¢
 SWIFT'S PREMIUM OR FARMER JOHN

Fresh Oven Roast LEG O' PORK 39¢
 Full 6-7 Lb. Shank Half 49¢
 WHOLE LEG 49¢
 BUTT PORTION 49¢

FRESH PORK PICNIC Shoulder Roast 29¢
 FRESH EASTERN Pork Butt Roast 45¢
 FRESH EASTERN Boneless Pork Butt 55¢

PORK LOINS

Fresh... From Eastern Corn-Fed Porks
 WHOLE LOIN 47¢
 LOIN END ROAST 45¢
 Full Rib Half 37¢

BACON SALE!

• Von's Table King
 • Swift's Premium
 • Farmer John
 • Morrell's Pride
 • Corn King
 • Harmel Black Label
 Your Choice 49¢

FRESH SHOULDER CUTS
 Pork Steaks 49¢
 FRESH, SMALL MEATY SIZE
 Pork Spareribs 49¢
 OUR OWN FRESHLY GROUND
 Pork Sausage 39¢

Fancy Eastern PORK CHOPS
 LOIN END CHOPS 47¢
 CENTER CUT BIG CHOPS 67¢
 Rib End 43¢

Best Buys in Beef
 CHUCK STEAKS U.S.D.A. CHOICE 45¢
 FAMILY STEAKS BONELESS THICK CUTS 77¢

Seafood Sea-lections
 NORTHERN HALIBUT 69¢
 FANCY DOVER SOLE 69¢
 FRESH OCEAN PERCH 69¢
 Mrs. Friday's Seafoods
 BREADED SHRIMP 1 1/2 Lb. Pkg. \$1.79
 ASSORTED SEAFOODS 14 Oz. Pkg. 89¢
 BEEF OR VEAL CUTLETS Select Pkg. 12 Oz. 69¢



Prices Effective Thurs., Fri., Sat., Sun., March 21, 22, 23, 24
 Tax Added to Applicable Prices

SIMPLE SIMON PIES
 Frozen—5 Fruit Varieties
 8-INCH 24-OZ. SIZE 28¢
 Bring In Your 25c Coupon Pay Only 3c

VON'S & SHOPPING BAG SHORTENING
 Pure Vegetable 3-LB. CAN 49¢
 SAVE 10¢

LIGHT MEAT TUNA
 Lucky Strike or Carnation
 CHUNK STYLE 6 1/2-OZ. CAN 19¢
 SAVE 10¢

Rosarita MEXICAN FOODS
 ENCHILADA DINNER 29¢
 COMBINATION PLATE 39¢

Grapefruit Juice TREESWEET 3:51
 46-OZ. CAN
 Roni Dinners GOLDEN GRAIN 3:51
 Noodle Roni, Scallops-a-Roni or Spaghetti Dinner
 Chili Con Carne GERHARDT'S 59¢
 WITH BEANS BIG 40-OZ. CAN
 Margarine HOLLYWOOD 33¢
 SAFFLOWER POLY UNSATURATED 1-LB. CTN.
 Vets Dog Food REG. & LIVER 12:51
 NO. 1 TALL CAN

CAL-FAME ORANGE JUICE
 Frozen 6-Oz. Can You Save 22c
 2 for 35¢

SAVE CASH ON FRESH PRODUCE

SUNKIST NAVAL Oranges
 SWEET, JUICY, LARGE SIZE CALIFORNIA'S FINEST QUALITY
 2 for 29¢

Avocados FANCY CALAVO FUERTE 2:25¢
 LARGE SIZE... OVER 1/2 LB. EA.
 Romaine CRISPY FRESH 2:15¢
 A FAVORITE SALAD LETTUCE
 Rhubarb EXTRA FANCY—STRAWBERRY 19¢
 WASHINGTON—HOTHOUSE GROWN

Wings FROZEN CHINESE FOODS
 PORK OR CHICKEN CHOP SUEY, SHRIMP CHOW MEIN, FRIED RICE OR EGG FOO YOUNG 39¢
 SWEET & SOUR PORK OR EGG ROLL 49¢

Featured On KTTV Ch. 11 GREEN GIANT VEGETABLES
 Niblets Corn, Mexican, Sliced Green Beans, Baby Limas, Brussels Sprouts or Broccoli Spears FROZEN—SEASONED IN BUTTER
 3 for 99¢

VON'S DELICATESSEN SPECIALS
 SLICED WISCONSIN Cheese 59¢
 AMERICAN
 Our Own... Rich and Creamy... Fine for Snacks... Melts Perfectly for Toasted Sandwiches. Save 16c lb.

JERSEYMAID FRESH BUTTER 67¢
 1st Quality—Grade AA 1 Lb. Ctn.

SCOTT PAPER TOWELS 17¢
 White or Colors 120 Count Roll

JERSEYMAID ICE CREAM 59¢
 Catering Quality 1/2 Gal. Ctn.

Cotto Salami GALLO-SLICED 59¢
 Packed by Von's
 Cottage Cheese JERSEYMAID 25¢
 Qt. 49c Ft. Ctn.
 Potato Salad FRESH from Our Own Kitchens 15-oz. 29¢

Liquor Features
 STRAIGHT KENTUCKY BOURBON Colonel Tyler \$3.59
 Save 40¢ FIFTH
 Five O'Clock Gin \$3.59
 Mountain Ridge \$3.99
 V.G.C. Vodka \$3.59

Bakery Specials
 VON'S BAKERY
 ALL BUTTER BUTTERFLY Coffee Cakes 43¢
 Lemon Coconut CAKE \$1.05
 Package of 6 ENGLISH MUFFINS 29¢
 English Muffins 21¢
 Corn Muffins 33¢

VAN de KAMP'S
 Plain or Sugared DOUGHNUTS 29¢
 Package of 6 ENGLISH MUFFINS 29¢
 Almond FIG BARS 37¢

BAN ROLL-ON DEODORANT
 Reg. 73c Size Save Cash! 43¢
 Includes 12c Off

Kitchen Charm Wax Paper 100 FT. 19¢
 Ajax Kitchen Cleanser 2 1/2 Lb. 49¢
 Floor & Wall Cleaner AJAX 31¢
 Ajax Liquid Cleaner 15-OZ. CAN 41¢

DETERGENT White King "D" 79¢
 GIANT SIZE
 Calo Cat Food
 CHICKEN 2 6-Oz. Cans 27¢
 CHICKEN & LIVER 2 6-Oz. Cans 33¢
 CHICKEN & KIDNEY 2 6-Oz. Cans 33¢

WHITE KING Water Softener 29¢
 30-OZ. PKG.

Zee Toilet Tissue 4 ROLL 37¢
 Cream of Rice Cereal 18-OZ. 47¢
 Ritz Crackers 12-OZ. BOX 37¢
 Folger's Coffee 2-LB. CAN \$1.25 63¢